EUROPE'S PIONEERING VENDOR-AGNOSTIC CONFERENCE

Co-located with:
BUSINESS TRANSFORMATION EUROPE SUMMIT

Agentic AI SUMMIT

27-28 October 2025
Novotel Amsterdam City, Amsterdam, Netherlands

The Age of Agents: Redefining Organisational Structures, Decision-Making Processes and Value Creation Models

"Having spent years helping organisations bridge the gap between AI potential and business reality, I've learned that the most valuable conversations happen when technical possibility meets strategic necessity. This conference brings together the right mix of technical innovators, business leaders, and strategic thinkers to have those conversations."

– Chief Data and Analytics & Privacy Officer, Tawuniya

STAY UP TO DATE, FOLLOW US ON LINKEDIN

Join the discussion with industry experts including:

Irina Mirkina
Chief AI Officer
Fugro

Robyn Agoston
Global Head of Transformational Change
Former Novartis

Frank J Kartmann
Vice President, Big Data and Cloud Architecture
Deutsche Bank

Shaz Mahmood
Deputy Director, Digital Transformation
NHS England

Kacper Lodikkowski
Vice President, AI Capabilities
Pearson

Sponsored by: BOUNDARYLESS, CISCO, Moveworks, RELTIO

Dear bold, brave and forward-thinking AI leaders of 2025.
The third wave of AI is here, are you ready for it?

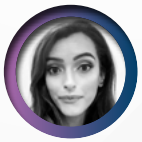
Agentic AI is taking the business world by storm, enabling exciting new concepts for human-machine teaming and driving transformation at unprecedented pace. When recently surveyed, 29% of organisations said they are already using agentic artificial intelligence and 44% plan to implement it within the next year. The time to take action on agentic, if businesses are not to fall behind, is now.

With streamed content for those just getting started with agentic and those pioneering its use, we're moving beyond the hype to delve into practical applications, exploring real-world case studies on agent design and implementation from leading global organisations. This summit is your opportunity to move agents from...futuristic concept to present day-reality; transforming operations, enhancing decision-making, and driving efficiency across your organisation. You'll discover how these autonomous systems can be integrated into your existing workflows, learn best practices for deployment, and understand the strategic implications for your business. We'll tackle critical questions surrounding agent ownership, governance, and control, while also providing a valuable platform for you to benchmark your agentic journey against industry peers. More importantly however, we will explore how Agentic AI shifts the conversation from "What can AI do for us?" to "How do we work alongside AI that thinks and acts independently?"

This isn't just about technology - it is about redefining organisational structures, decision-making processes, and value creation models.

Co-located with **Business Transformation Europe** and offering a week-long immersion into AI-driven transformation, this event is designed for anyone committed to ensuring their organisation not just survives, but thrives in an agentic age.

#thethirdwaveofAI



Nikki Kandola
Event Director

Ebba Wiberg
Event Director

KEY THEMES

Architecting Autonomous Futures: Agent Design & Principles

Bringing Agents to Life: Deployment & Integration Strategies

Beyond the Prototype: Scaling Agentic Impact

The Responsible Agent: Governance, Ethics & Trust

MEET OUR PIONEERING SPEAKER FACULTY

Robyn Agoston
Founder
Human Fluency
& Former Head of Transformational Change
Novartis

Edosa Odaro
Advisor, Speaker, Author, Value Driven Data & Artificial Intelligence
Tawuniya

Irina Mirkina
Chief AI Officer
Fugro

Kacper Lodikkowski
Vice President, AI Capabilities
Pearson

Frank J Kartmann
Vice President Big Data and Cloud Architecture
Deutsche Bank

Hitesh Patel
Global Digital Director
IGH Hotels

Mercedes Pantoja
Head of Global Data and AI
Siemens Healthineers

Murat Akturk
Global Growth Senior. Director, AI & Digital Health Solutions
GE HealthCare

Michael Maraval
Digital & Data-AI Europe ITN Director
Orange

Bhuvan Panwar
Head of Emerging Tech Innovation & Automation
Asahi Europe & International

Shaz Mahmood
Deputy Director, Digital Transformation
NHS England

Dennis van Bregt
Head of Data, Analytics & AI
allnex

Philippa Penfold
Responsible AI and Data Science Manager
Elsevier

Ger Janssen
AI Ethics & Compliance Lead
Phillips

Sanchit Juneja
Director-Product (Big Data & Machine Learning Platform)
Booking.com

MEET OUR PIONEERING SPEAKER FACULTY

Sarah Mathews
Group Responsible AI Manager
Adecco Group

Jason Smith
AI Strategy Lead
Publicis Media

Akshita Gupta
Senior Manager
Data Science and AI
Brambles

Manish Sharma
Manager, Data Science
BT Group

Hans-Juergen Brueck
Director Digital Transformation
TE

Divya Panicker Olofsson
Head of Data, Analytics and AI
Oriola Corporation

Madhusudhan Konda
Principal AI Lead Engineer
EBRD

Amit Nandi
VP Solutions & Data Architect
Barclays Corporate & Investment Bank

Ameya Divekar
Principle data scientist
Michelin

Sanja Hukovic
Group Director, Head of Model and AI Risk Management
London Stock Exchange

Imre Stanzo
Chief Digital Officer International
NN Group

Stanislav Nosulenko
Staff Data Scientist - AI Acceleration
BP

Mariana Hebborn
Global HR Data & AI Head
Merck

Oliver Patel
Head of Enterprise AI Governance at AstraZeneca
Creator of the Enterprise AI Governance Newsletter

Alex Cambell
Director Collaboration Sales, EMEA
Cisco

Mark McGill
EMEA Solutions Engineering Manager
Moveworks

Erik Horsting
Principal Solutions Consultant
Reltio

MONDAY 27 OCTOBER 2025: CONFERENCE DAY ONE

08:30	NETWORKING BREAKFAST

09:00

WELCOME FROM THE CHAIR & INTERACTIVE POLLING

Our Agentic AI Summit begins with an interactive polling session where you can benchmark your agentic progress against others in the room. This is also a chance to share your intended summit takeaways and discover who in the room can help overcome your challenges in agent design, implementation, scale and governance.

Robyn Agoston, Global Head of Transformational Change, **Former Novartis**

NOVARTIS

09:30

KEYNOTE CREATING A ROADMAP FOR AGENTIC INTEGRATION

Agentic AI systems are no longer a futuristic idea. They're already being used to power next gen assistants, automate business workflows and even co-ordinate multi agent tasks that mirror human teamwork.

As organisations being to embrace this shift, one critical question emerges: How do you get started with something so transformative and nuanced?

Join this session as we unpack the essential elements of building an Agentic AI roadmap. Mercedes Pantoja, Head of Global Data and AI, Siemens Healthineers, will lead this discussion, drawing on her firsthand experience developing Agentic AI strategies at scale.

Key topic covered include:

- **Infrastructure Readiness:** How to assess your data systems, computer power and integration landscape, ready for agentic implementation.
- **Safety and Oversight:** Implementing mechanisms like human-in-the-loop, goal setting and permission controls to ensure responsible AI adoption.
- **Stakeholder Engagement:** Strategies for securing early alignment and buy-in across leadership.

Confirmed Speaker:
Mercedes Pantoja, Head of Global Data and AI, **Siemens Healthineers**

SIEMENS Healthineers

10:00

OPENING KEYNOTE AGENTIC TAKE-OFF AT ASAHI: PREPARING FOR A PARACHUTE LANDING

It has been a busy couple of months at Asahi as they have embarked on their agentic journey, and their AI leaders are emerging fresh out of battle, bandages off and scars on show! From narrowing down POCs, to securing internal buy-in and exciting stakeholders, to capturing early results, this keynote will throw light on how to safely bring about this kind of level of change – it is not about diving in headfirst, it is about safely securing the parachute and controlling the descent to Earth and a new reality.

Join this session to discuss:

- Lessons learned in regard to responsible deployment from three months of testing and trialling
- Methods of securing stakeholder support and the necessary backing from within the organisation
- Measuring impact to identify early successes and measurable outcomes that demonstrate the value of agentic AI

Confirmed Speaker:
Bhuvan Panwar, Head of Emerging Tech Innovation & Automation, **Asahi Europe & International**

Asahi GROUP

11:15	MORNING REFRESHMENTS

11:45

THE AGENTIC HORIZON

As the enterprise landscape becomes increasingly agent-driven, the competition for employee attention has never been more intense. In this session, Mark McGill, EMEA Solutions Engineering Manager of Moveworks, will illuminate how leading organizations are leveraging a variety of agents to redefine core business processes without disrupting existing systems. Attendees will gain invaluable insights into the increasing demand for specialized assistants, leverage learnings from current global deployments, and gain a strategic outlook on the evolution of AI within the enterprise over the next two years.

Mark McGill, EMEA Solutions Engineering Manager, Moveworks

12:15

ROUNDTABLE DISCUSSIONS

GROUP A:
TEAMWORK MAKES THE AGENTIC DREAM WORK: WHO OWNS YOUR AGENT?

This roundtable is all about how to foster effective collaboration between different departments and ensure alignment across all aspects of AI deployment. What will it take to help maintain compliance whilst managing architectural changes, and who needs to own the overarching framework? Are you fighting for the ownership or looking to be a member of your internal Agentic AI team?

Robyn Agoston, Global Head of Transformational Change, Former Novartis

GROUP B:
AGENT TO EXTERNAL APPLICATIONS COMMUNICATION: WHAT IS NEEDED TO ENABLE INTERACTIONS AT SCALE

As organizations transition from isolated AI pilot projects to full-scale, enterprise-wide deployments, seamless communication between agents and tech tools becomes mission-critical. This roundtable will explore the core considerations, technical challenges, and architectural decisions involved in enabling agent-to-external applications interactions at scale.

Confirmed Facilitator:
Manish Sharma, Manager, Data Science, BT Group

GROUP C:
FIGHTING A DOOMING DECLINE IN CRITICAL THINKING BY REDESIGNING WORK

No matter the many benefits, early research has shown that GenAI is having an impact on critical thinking amongst knowledge workers. Now that we are heading towards an agentic era, what impact will the increased use of AI have on cognitive habits and how quality can continue to be guaranteed despite Gen AI being a key part of all content and data creation. If humans will be training agents, will critical thinking be lost even further? How do we need to rethink trust in AI, and how does work need to be re- engineered to maintain critical thinking?

Jason Smith, AI Strategy Lead, Publicis Media

GROUP D:
THE POWER OF PERSONALISATION: POSSIBILITIES AND LIMITATIONS WHEN YOU GO AGENTIC

In healthcare, AI-driven personalisation can enhance patient care through tailored treatment plans, yet it raises concerns about data privacy and bias. In retail, personalised shopping experiences can boost customer satisfaction and sales but may also lead to ethical dilemmas regarding consumer manipulation. In education, AI can customise learning experiences to individual needs, improving outcomes, while potentially exacerbating inequalities.

Let's see how far we can push personalisation, explore how to win the trust of the consumer in an AI driven workforce to enable personalisation in the first place, and prevent what the implications from going too far.

Shaz Mahmood, Deputy Director, Digital Transformation, NHS England

GROUP E:
REGULATORY COMPLIANCE & THE USE OF AGENTS IN HIGH RISK INDUSTRIES

As agentic AI empowers autonomous decision-making in high-risk environments, it presents both immense opportunities and complex regulatory challenges. This session will delve into how organisations in heavily regulated industries can strategically implement AI agents to enhance compliance, while also addressing critical concerns around explainability, bias, data privacy, and ethical oversight

Confirmed Facilitator:
Irina Mirkina, Chief AI Officer, Fugro

13:00 NETWORKING LUNCH

STREAM A: GETTING STARTED WITH AGENTIC

14:00

WELCOME TO THE AGENTIC ERA: THE WHAT, THE HOW AND THE NEED-TO-KNOW

For 2025 the dominate innovation narrative is the AI agent. This third wave represents a fundamental shift from AI that responds to AI that initiates.

This keynote dives into what makes agentic AI fundamentally different and how this shift will profoundly impact business models, workflows, and competitive landscapes. We'll explore how intelligent agents will empower enterprises to unlock unprecedented levels of efficiency, innovation, and strategic advantage, from automating processes to enabling entirely new forms of decision-making and problem-solving.

Business leaders should pay attention because Agentic AI shifts the conversation from "What can AI do for us?" to "How do we work alongside AI that thinks and acts independently?" This isn't just about technology - it is about redefining organisational structures and value creation models.

Key discussion points include:

- The What: Understanding the core principles of agentic AI and how it differs from traditional AI systems. Explore how the decision-making capabilities of agents will change organisational structures and workforce.
- The How: Uncover insights into the development and deployment of agentic AI, including examples from a recent Fortune 100 retail engagement, which implemented AI agents that doesn't just analyse customer behaviour but proactively adjusts pricing, inventory, and marketing in real-time. The result? A 9x improvement in speed to market and eight-figure efficiency gains.
- The Need-To-Know: The importance of value opportunity mapping and asking "What problems do we need to solve, and what would success look like?" rather than "What can Agentic AI do?"

Confirmed Speaker:
Edosa Odaro, Edosa Odaro, Advisor, Speaker, Author, Value Driven Data & Artificial Intelligence , Tawuniya

14:30

THE NEW RULES OF DATA INTELLIGENCE IN THE AGE OF AGENTIC AI

The old rules of data no longer apply. To lead in the Age of Intelligence, enterprises must adopt new data strategies that move at the speed of AI - in real-time - and that are connected and built for continuous decision-making. In this session, Reltio will share the new rules of data that enterprises need to adopt in the Age of Intelligence, and the key capabilities and enterprise data foundation that CAIOs, CIOs and IT leaders need build across their organisations to be ready for the operational realities of AI at scale. Attend this session to learn how an agentic data fabric of unified, trusted data assets accelerates AI transformation & learn more about real-world strategies for success.

Erik Horsting, Principal Solutions Consultant, Reltio

STREAM B: BUILDING, SCALING AND OPTIMISING AGENTS

CASE STUDY MEET ORIOLA CORPORATION'S AI AGENT, EAGLE EYE: ENSURING REGULATORY COMPLIANCE

Clinicians often spend countless hours shifting through regulatory documentation to ensure promotional materials for drugs meet compliance standards. Oriola corporation address this challenge with Eagle Eye, their AI agent designed to guarantee regulatory compliance in drug manufacturing promotion.

Join this session for a demonstration of Eagle Eye, where we will discuss:

- **Deployment of Eagle Eye:** how was this agent deployed and scaled
- **The human in the loop:** the clinician's role in monitoring Eagle Eyes performance
- **Reclaiming clinicians time:** how Eagle Eye empowers clinicians to reduce administrative burdens and dedicate more time to patient care.

Confirmed Speaker:
Divya Olofsson, Head of Data, Analytics and AI, Oriola Corporation

CASE STUDY GLIMPSE INTO THE FUTURE: A FUTURIST OFFICE POWERED BY VIRTUAL ASSISTANTS

In this session, we'll explore what a truly intelligent, autonomous office environment looks like, from seamless task orchestration to personalised decision support and proactive collaboration across teams.

allnex will share their journey so far in building this vision – highlighting the strategic, technical and organisational steps they are taking to move from concept to an enterprise-wide model to enable this futuristic setting.

This session will offer practica insights into:

- Designing agentic AI roles in day-to-day operations
- Creating adaptive workflows with multi agent co-ordination
- Building the foundational architecture for a smart, assistant driven office

Confirmed Speaker:
Dennis Van Bregt, Head of Data Analytics and AI, allnex

15:00

KEYNOTE INTEGRATING AI AGENTS: BUILDING, GOVERING AND MONITORING YOUR WORKFORCE

AI agents are evolving from occasional tools to essential team members. As you integrate 'digital labour' to scale your capabilities, without scaling your headcount, critical questions arise: How do you seamlessly embed AI colleagues alongside your human team? What are the planning considerations for this workforce?

Join this session as we discuss:

- **Defining roles and responsibilities:** Strategically identifying tasks best suited for AI agents and evolving the roles of the human workforce
- **Workflow integration:** Design seamless handovers between human employees and AI agents
- **Change management and cultural adoption:** Strategies for developing trust in AI agent teammates.

Confirmed speaker:
Philippa Penfold, Responsible AI and Data Science Manager, **Elsevier**

CASE STUDY REVOLUTIONISING EFFICIENCY BY SCALING AGENTIC AI: FROM PILOT TO POWERING THOUSANDS OF USERS

Learn how a leading organisation strategically deployed agents to streamline internal processes for over thousands of employees. This session will explore their successful implementation, focusing on automating everyday tasks like HR related admin and accessing historical performance. Discover how this initiative enhances efficiency, accuracy and saves valuable time, while setting the scene for a customer facing rollout.

Key takeaways include:

- Agent use cases and multi agent orchestration
- Monitoring agent performance and effectiveness
- Extending agent capabilities to customer facing roles

Confirmed Speaker:
Akshita Gupta, Senior Manager Data Science and AI, **Brambles**

15:30

KEYNOTE OPERATIONALIZING AI: INFRASTRUCTURE TO AGENTS—UNLOCKING BUSINESS VALUE AT SCALE

As enterprises accelerate AI adoption, the journey from experimentation to scalable production remains complex. Traditional MLOps stacks, originally built for model-centric workflows, are now being pushed to their limits by innovations such as LLMs, RAG, and autonomous AI agents—prompting a necessary shift in how we operationalize AI.

This session explores how sustainable business value can be unlocked by orchestrating five interconnected dimensions: Infrastructure, Data, Code, Models, and—with the rise of Agentic AI—the Human/AI experience. These domains often fall under siloed ownership, leading to friction and delays in deploying robust AI systems at scale.

We'll discuss the evolution from MLOps to LLMOps—and AgentOps—and present strategies for aligning technical execution with business goals. Topics will include:

- Aligning infrastructure, data, code, models, and human/AI experience for scalable AI
- Bridging the gap between MLOps, LLMOps, and emerging AgentOps practices
- Continuous validation and governance in real-world AI deployments
- Enabling collaboration across technical and business teams
- Preparing for the future of multi-agent intelligence and human-in-the-loop systems

Amit Nandi, Vice President, Solutions and Data Architecture, **Barclays**

CASE STUDY EXPLORE HOW THE EUROPEAN BANK FOR RECONSTRUCTION AND DEVELOPMENT DEVELOP, DEPLOY AND GOVERN A MULTI-AGENT ECOSYSTEM

This session offers a glimpse into the cutting edge of AI agents being applied to software engineering. You'll gain practical insights into building complex agentic systems, including the setup and communication strategies for multi-agent architectures, and understand the potential for significant advancements in development speed and efficiency.

Madhusudhan Konda, Principal AI Lead Engineer, **EBRD**

> *"It's a very timely and well-structured event. I particularly like the strong focus on implementation, design, monitoring, and governance, which are truly critical areas. The inclusion of real-world use cases from major companies like BT, Bookings.com, and JPMorgan is excellent and provides valuable practical context."*
>
> **- AI Expert Consultant**

16:00	AFTERNOON REFRESHMENTS

16:30

PANEL DISCUSSION GOVERNING AGENTIC AI: A GUIDE TO ETHICAL BOUNDARIES, HUMAN-IN-THE-LOOP SYTEMS AND DYNAMIC POLICY ENFORCEMENT

As agentic AI systems become increasingly integrated into various sectors, the need for robust governance frameworks to ensure their safe and ethical deployment has never been more critical. This session will delve into the complexities of governing Agentic AI, exploring the latest strategies, best practices and regulatory approaches that can help mitigate risk.

Confirmed Speakers:
Ger Janssen, AI Ethics and Compliance Lead, **Phillips**

PHILIPS

17:15

CLOSING PANEL DISCUSSION REALITY VS SCI-FI
BREAKING BARRIERS AND SETTING LIMITS FOR AGENTIC ADOPTION IN THE MODERN ENTERPRISE

For the past 100 years robots have frequently popped up on our screens to tell the story of a futuristic society, depicting the evolving relationship between man and machine. Now in 2025, it could be said that we are at a turning point, where lines between robots and humans become increasingly blurred and fiction becomes reality. Business leaders sit on the power to dictate the speed at which we move next, what we choose to automate and the role we envision humans to play in an increasingly digital world.

We are bringing together a panel of AI leaders to dive into early findings from implementing Agentic AI on an enterprise level, exploring the non-negotiables, priorities and the no-go's of confidently embracing this new era of AI.

Join our experts as they:

- Explore the impact of agentic on internal functions and determine where innovation can be pushed and what needs to be handled with care.
- Asses the advantages that start-ups have compared to enterprise and explore how large organisations can seize similar wins despite operating on legacy and larger scale.
- Manage long term business and brand strategies alongside the need for innovation and unknown tomorrows.

Confirmed speakers
Michael Maraval, Digital & Data-AI Europe ITN Director, **Orange**
Kacper Lodikkowski, VP, AI Capabilities, **Pearsons**
Frank J Kartmann, VP, Big Data and Cloud Architecture, **Deutsche Bank**
Irina Mirkina, Chief AI Officer, **Fugro**

orange Pearson Deutsche Bank FUGRO

18.00	CLOSING THOUGHTS & DRINKS RECEPTION
19.30	END OF DAY ONE

TUESDAY 28 OCTOBER 2025: CONFERENCE DAY TWO

08:30	NETWORKING BREAKFAST
08:55	**WELCOME FROM THE CHAIR**
09:00	**SESSION FOR BOUNDARYLESS**
09:10	**FUNDAMENTALS OF AGENTIC AI GOVERNANCE** **Oliver Patel,** Head of Enterprise AI Governance, AstraZeneca Creator of the Enterprise AI Governance Newsletter
09:30	**CASE STUDY AGENTIC MESH OR AGENTIC MESS? PERFECTING AN INTERNAL ECOSYSTEM OF AGENTS** In this new era of agents, enterprises are navigating a landscape filled with diverse agents from various providers, each speaking different languages and utilising distinct data sources. How can leaders craft an effective agent management strategy that ensures seamless collaboration across an organisation? This session will delve into the intricacies of building a cohesive agent ecosystem, where agents with different roles and purposes are entrusted with tasks, and a robust management strategy is essential to keep agentic strategies current. We will focus on the agentic mesh, the marketplace, and the communication protocols that enable agents to interact effectively. Join this session as we: • Identify the necessary investments to achieve Agentic Mesh harmony and how model context protocols can reduce friction between different solution partners • Explore various tactics to enable agents to work efficiently, including human feedback through RLHF (Reinforcement Learning from Human Feedback) • Compare the current state of Agentic Mesh with future expectations Confirmed Speakers: **Sanchit Juneja,** Director-Product (Big Data & Machine Learning Platform), Booking.com
10:00	**EXPERIENCES AMPLIFIED: DELIVER EXCEPTIONAL CX WITH AI AND CLOUD INNOVATIONS FROM CISCO** In the rapidly expanding AI landscape, organizations are faced with a plethora of options to enhance customer experience (CX). This keynote will share how Webex Customer Experience enable organizations to create AI-powered, connected customer journeys across voice and digital channels. Learn how you can leverage the power of AI, automation, and cloud technology to support all touchpoints across a customer's journey, and how you can achieve the right balance between proactive, AI and human communications to deliver contact center efficiency and better business outcomes. **Alex Cambell,** Director Collaboration Sales, EMEA, Cisco
10:45	MORNING REFRESHMENTS

"An in-person summit for this topic is precisely what's needed for truly impactful discussions and networking."

- AI Expert Consultant

LIGHTENING SESSION: UNLOCKING THE AGENTIC FUTURE

Join our expert AI leaders for a 10-minute "Lightning Session" where they'll share their perspectives on how Agentic AI will reshape the future of enterprise.

11:30	**THE FUTURE OF EDUCATION** **Kacper Lodikkowski,** Vice President, AI Capabilities, **Pearson**
11:40	**THE FUTURE OF HR** **Sarah Mathews,** Group Responsible AI Manager, **Adecco Group**
11:50	**THE FUTURE OF HEALTHCARE** **Murat Akturk,** Global Growth Sr. Director AI & Digital Health Solutions, **GE HealthCare**
12:00	**PRESENTATION AGENTIC INNOVATION: HOW ENTERPRISE CAN SCALE THE USE OF AGENTS AND BUILD FOUNDATIONS TO SUIT INDIVIDUAL BUSINESS NEEDS** A recent survey of over 500 technology leaders revealed that 48% are already adopting or fully implementing Agentic AI – and investment is rapidly accelerating. Yet amid the excitement and momentum, it's easy to overlook a critical factor: ensuring your Agentic AI strategy is thoughtfully designed to address your organisations challenges. In this session, we'll explore how enterprise can lay tailored foundations to scale Agentic AI effectively. From architecture design to change management, we'll unpack the practical steps needed to embed autonomous agents into real-world operations – while staying flexible enough to meet business needs. Topics covered will include: • **The agents Lens:** business v tech priorities • Building agentic corporate foundational layers • How to determine whether your business needs agentic point solutions v agentic general solutions Confirmed Speaker: **Hitesh Patel,** Global Digital Director, **IGH Hotels**
12:30	LUNCH
13:30	**PRESENTATION FRAMEWORKS FOR AGENTIC SUCCESS** Let's take to the drawing board and explore how service design can be the key to unlocking successful agentic implementations. This involves distinguishing between traditional and autonomous agents. We'll also look at splitting up tasks that can be automated. Furthermore, we'll utilise design principles to determine how many agents are required to complete a task. This session is all about creating a realistic vision that can simplify future implementations. Confirmed Speaker **Jason Smith,** AI Strategy Lead, **Publicis Media**
14:00	**PANEL DISCUSSION AGENTIC DREAMING OR HALLUCINATION?** As agentic AI gains more independence from human oversight, the risk of hallucinations will naturally increase. Preventing these AI hallucinations is a top priority for business leaders, and rightly so. When managing tens of thousands of customer interactions daily, AI hallucinations can quickly become a critical business risk. In this session we will explore what hallucinations are, where they come from, and how to create an effective data strategy that prevents them. Our panel of experts will reveal the common challenges which cause hallucinations which include uncertainty in response, data inaccuracy and industry specific complexity. **Ameya Divekar,** Principle data scientist, **Michelin** **Mariana Hebborn,** Global HR Data & AI Head, **Merck**

15:00	AFTERNOON REFRESHMENTS

15:45

ROUNDTABLE DISCUSSIONS

GROUP A
WHO OWNS THE AGENT? NEW ROLES, RISKS, AND RESPONSIBILITIES
Sanja Hukovic, Group Director, Head of Model and AI Risk Management, London Stock Exchange

GROUP C
THE ROI OF AI AGENTS: WHAT TO TRACK AND HOW TO PROVE IT
Amit Nandi, VP Solutions & Data Architect, Barclays Corporate & Investment Bank

GROUP D
BUILDING THE FOUNDATION: DATA QUALITY & GOVERNANCE FOR AGENTIC AI

16:30

CLOSING CONFERENCE-WIDE PANEL DISCUSSION LIVING IN THE AGE OF AGENTS

We'll wrap up this year's conference with a frank discussion on the agentic future, confronting the gap between its promise and today's reality.

Our expert panel will examine the "intelligent division" of labour: how AI excels in data processing and scalable decisions, while humans shine in creativity, ethics, and strategy. Properly aligning these capabilities doesn't replace human roles; it multiplies value creation potential. Organizations embracing this truth experience improved business outcomes and greater employee satisfaction, as staff focus on more strategic work.

Our panellists will share their perspectives—predictions, hopes, and fears—as we begin to envision the lives of future generations.

Confirmed Speakers:
Hans-Juergen Brueck, Director Digital Transformation, TE
Imre Stanzo, Chief Digital Officer International, NN Group
Stanislav Nosulenko, Staff Data Scientist - AI Acceleration, BP

17:15	END OF DAY 2 & THE AGENTIC AI CONFERENCE

BRING YOUR TEAM!

We understand that advancing into the space of Agentic AI cannot be achieved alone - it takes a team!
That's why we've curated specific content for each transformation function within your team, to help you drive real, tangible change together.

HERE ARE THE TOP 4 REASONS YOU SHOULD ATTEND AS A TEAM:

01.

COLLABORATION

This is one of the first European conferences on Agentic AI, tackling the most pressing challenges and opportunities surrounding agent design, deployment and governance, for the AI innovators of 2025

02.

CURATED CONTENT

We've put together a pragmatic and comprehensive agenda incorporating dedicayed content for those leaders starting their agentic AI journey and those looking to scale and optimise their use of agents

03.

ON-SITE EXPERIENCE

No death by PowerPoint – our interactive sessions bring together your entire leadership team to collaborate, learn and strategise together

04.

CUTTING-EDGE INSIGHTS

Learn from industry titans and pioneers in a time of rapid innovation where sharing these learnings is critical. Case studies and similar transformation roadmaps for you to learn as a team and build your ongoing AI strategy

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Cisco is the worldwide technology leader that securely connects everything to make anything possible. Our purpose is to power an inclusive future for all by helping our customers reimagine their applications, power hybrid work, secure their enterprise, transform their infrastructure, and meet their sustainability goals.

Website: www.cisco.com

Moveworks is the leading agentic AI Assistant, helping businesses transform with a single platform that empowers the entire workforce. Moveworks enables organizations to boost productivity by streamlining how employees across the company find answers and automate tasks. Currently 350+ large enterprises and more than 5 million employees rely on Moveworks — including 10% of the Fortune 500. For more information, follow Moveworks on LinkedIn or visit Moveworks.com.

Website: www.moveworks.com

WHO ATTENDS

DIRECTORS / HEADS / MANAGERS:

- AI
- AI Governance
- Digital Innovation
- Digital Strategy
- Big Data / Data Science

82%
of leaders plan to use AI agents to scale their teams

28%
of managers are considering hiring AI workforce managers to lead hybrid teams of humans + agents

32%
of companies plan to hire AI agent specialists within the next 12-18 months

PERSONAS WHO ATTEND

HEAD/DIRECTOR OF AI

The Head of AI is the strategic engine driving AI adoption within their enterprise. They're a hands-on leader responsible for identifying, evaluating, and deploying AI solutions across the entire value chain, from initial vendor selection to full-scale implementation.

HEAD/DIRECTOR OF RESPONSIBLE AI

The Ethical AI Guardian is the vigilant steward of responsible AI practices within their enterprise, operating at the critical intersection of compliance, technology, and transformation. Their primary goal is to champion the ethical use of AI, ensuring that innovation doesn't compromise integrity.

HEAD / DIRECTOR OF HR

The HR professional's primary challenge involves gaining a deep understanding of Agentic AI, justifying its investment and the "hiring" of AI agents, navigating the evolving regulatory landscape, defining the optimal "human in the loop" strategies, and redefining human work within a collaborative human-AI environment.

SPONSORSHIP OPPORTUNITIES

Sponsorship is the most effective solution to share your company's offering with senior AI practitioners, who are searching for actionable operational and strategic solutions to address their current business challenges.

THOUGHT LEADERSHIP

Do you want to become the first solution provider that comes to your clients' minds when they need a solution?

Gain a competitive edge by presenting your products and services to those actively looking for guidance, and with a remit to buy. Included in the package:

- Workshops and Discussion Groups
- Whitepaper email marketing
- Client-led keynotes & testimonials
- Whitepaper/presentation placement on the website

Get in front of Agentic AI leaders in this space now!

CURATED NETWORKING OPPORTUNITIES

Do you struggle to navigate and engage all members of a complex decision-making unit, or are you new to market and looking for a solid contact base within the industry?

You can provide a list of companies and individuals you would like our VIP team to invite. This ensures the right audience is being targeted to reflect your objectives. Our onsite team can help introduce you to your desired prospects. Included in the package:

- Targeted delegate acquisition campaigns
- Prospect listing
- On-site introductions
- Private lunches and breakfast briefings
- Evening networking sessions
- Email introductions
- LinkedIn introductions

Agentic AI Summit provides extended networking opportunities through curated networking activities, receptions and tech demos!

PREMIER BRANDING

Do you want to cement your market-leading position and remain front of mind?

Our facilities for onsite branding and exposure are unbeatable. Our dedicated marketing team can help you to achieve your promotional goals in the months leading up to the event, with brochure drops and tailored website coverage. Included in the package:

- Online presence on the website
- Listings and logos on all event materials
- Lanyard / App / VIP Room sponsorship
- Literature seat drops and flyer handouts
- Survey sponsorship
- Social media marketing

Be well positioned with the Agentic AI Summit's well designed pre, post and onsite branding opportunities!

Email us at:
partner@iqpc.co.uk
to find out more about sponsorship opportunities

'CLICK HERE TO FIND OUT MORE ABOUT SPONSORSHIP'

Agentic AI SUMMIT

CONFERENCE: 27TH – 28TH OCTOBER 2025
LOCATION: NOVOTEL AMSTERDAM CITY • AMSTERDAM, NETHERLANDS

EVENT CODE: 51391.001

+44 (0) 113 521 0042 enquire@iqpc.co.uk
https://www.aidataanalytics.network/events-agentic-ai-summit/srspricing#/

REGISTRATION IS NOW OPEN

	Two Day Pass
Main Conference 27th – 28th October 2025	✔
Access to Networking Drinks Reception	✔
Access post-event to conference presentations	✔
END USERS	
Register and Pay before 27th June	€999 + VAT Save €700
Register and Pay before 25th July	€1,299 + VAT Save €400
Register and Pay before 29th August	€1,499 + VAT Save €200
Standard price	€1,799 + VAT
SOLUTION PROVIDERS & CONSULTANTS	
Register and Pay before 25th July	€2,699 + VAT Save €200
Register and Pay before 29th August	€2,799 + VAT Save €100
Standard price	€2,899 + VAT

Start knowledge sharing and networking before the event
#AgenticAI #ThethirdwaveofAI
Join our LinkedIn community:
Agentic AI Summit

Terms & Conditions: Please read the information listed below as each booking is subject to IQPC Ltd standard terms and conditions. Payment Terms: Upon completion and return of the registration form, full payment is required no later than 5 business days from the date of invoice. Payment of invoices by means other than by credit card, or purchase order (UK Plc and UK government bodies only) will be subject to a $99 + VAT per delegate processing fee. Payment must be received prior to the conference date. We reserve the right to refuse admission to the conference if payment has not been received. IQPC Cancellation, Postponement and Substitution Policy: You may substitute delegates at any time by providing reasonable advance notice to IQPC. For any cancellations received in writing not less than eight (8) days prior to the conference, you will receive a 90% credit to be used at another IQPC conference which must occur within one year from the date of issuance of such credit. An administration fee of 10% of the contract fee will be retained by IQPC for all permitted cancellations. No credit will be issued for any cancellations occurring within seven (7) days (inclusive) of the conference. In the event that IQPC cancels an event for any reason, you will receive a credit for 100% of the contract fee paid. You may use this credit for another IQPC event to be mutually agreed with IQPC, which must occur within one year from the date of cancellation. In the event that IQPC postpones an event for any reason and the delegate is unable or unwilling to attend in on the rescheduled date, you will receive a credit for 100% of the contract fee paid. You may use this credit for another IQPC event to be mutually agreed with IQPC, which must occur within one year from the date of postponement. Except as specified above, no credits will be issued for cancellations. There are no refunds given under any circumstances. IQPC is not responsible for any loss or damage as a result of a substitution, alteration or cancellation/postponement of an event. IQPC shall assume no liability whatsoever in the event this conference is cancelled, rescheduled or postponed due to a fortuitous event, Act of God, unforeseen occurrence or any other event that renders performance of this conference impracticable, illegal or impossible. For purposes of this clause, a fortuitous event shall include, but not be limited to: war, fire, labour strike, extreme weather or other emergency. Please note that while speakers and topics were confirmed at the time of publishing, circumstances beyond the control of the organisers may necessitate substitutions, alterations or cancellations of the speakers and/or topics. As such, IQPC reserves the right to alter or modify the advertised speakers and/or topics if necessary without any liability to you whatsoever. Any substitutions or alterations will be updated on our web page as soon as possible. Discounts: All 'Early Bird' Discounts require payment at time of registration and before the cut-off date in order to receive any discount. Any discounts offered by IQPC (including team discounts) also require payment at the time of registration. Discount offers cannot be combined with any other offer. Conference Audio: The purchase of any conference audio, video or digital recording on B2B Shop (www.b2biq.com) includes keynote, topic and panel sessions where the presenters agree to grant permission for their presentation/sessions to be audio and/or video recorded by IQPC and further agree to release all rights to IQPC related to the contents of the recording, its distribution, sale, reproduction, broadcast in whole or in part and without limitation or compensation. Please be aware that in respect of this IQPC cannot guarantee the inclusion of any or all sessions until after the conference has taken place.